

# Sponsorship and Corporate Relationships Policy

Policy ✓ Code of Practice... Guideline ... Procedure...

Organisation-wide ✓ Local ...

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## 1. Policy Statement

The Royal Veterinary College (RVC) recognises the value and opportunities that can result from corporate partners and sponsors in helping us achieve our mission to provide inspirational leadership and excellence in veterinary science through innovative scholarship, ground-breaking research and pioneering clinical activity. The College may develop these corporate relationships in order to:

- Increase the dissemination of information, knowledge and other findings in the course of our work.
- Develop and provide resources to support RVC work.
- Increase the overall capacity and profile of the College to facilitate the advancement of veterinary education and medicine.
- Build partnerships and coalitions to advance mutual goals.
- Provide opportunities to our students and researchers to develop their skills and explore career options on a global basis.

The College recognises that commercial organisations will have particular objectives when seeking a relationship with us and aligning themselves with our brand. We will therefore carefully consider each opportunity to ensure the relationship will fully comply with the RVC Mission and Strategic Plan. The College may interact with corporate entities in several ways including:

- Partnership – A relationship created through a commitment between parties to combine their resources and join together to achieve common goals.
- Sponsorship – An arrangement where a corporation provides financial support to be associated with a specific event, teaching, research, clinical, business activity or cause.
- Collaboration – A process to engage diverse entities to come together to find the best outcome for an issue or problem.

## 2. Guiding Principles for Corporate Relationships with the College

- Mission-Related Benefit – The College will solicit and accept support only for projects and activities which are consistent with our mission.
- Due Diligence – The College will ensure that it carries out appropriate due diligence to ensure that the activity and nature of the sponsor are consistent with our charitable objects, and our legal, regulatory and statutory duties such that reputational or other harms will not arise from the arrangement

- Independence – The College will always exercise independent judgment in its decision-making and shall at all times maintain an independent position on issues affecting the welfare of its constituencies.
- Stakeholder Communications – Communications from the College to our audiences or the general public will, where relevant, state clearly the nature of the College’s relationship with the company concerned.
- Endorsement – The College will not endorse (recommend in return for sponsorship) any products, devices or services.
- Individual products may be used or mentioned in the context of the RVC’s business activities, published research outcomes or clinical work or the professional or public discussion of such work. In these instances any conflicts of interest must be declared and made clear to any audience, and all other requirements for due diligence must be met.
- Intellectual Property & Branding – Any use of the College’s name, logo and identifying marks in the context of a corporate funded program or activity must be reviewed and approved by the College in writing in advance of their use. The use of a name / logo and identifying marks should be specific as to application and period of usage. Upon expiration or termination of the agreement the company must immediately cease to use all licensed intellectual property and must return it to the College. The College’s brand must always be used in adherence to RVC Brand Guidelines.
- Written Agreement – All formal relationships with commercial organisations must be agreed in writing prior to implementation of the corporate relationship. The extent of this agreement will be determined by its nature.
- Appropriate approval - all formal agreements should be considered within existing systems of delegation for the relevant area. However final approval should lie with the College Executive Committee, unless the level of sponsorship and / or related risks and benefits requires consideration by Council or its sub-committees.

This policy is not exhaustive and, therefore, all related College policies should be considered in the decision-making process.

Specific Policies for consultation or consideration include:

- Branding guidelines
- Anti-Bribery Guidelines and Policy
- Charitable Funds and Donations
- Expenses Policy
- Gifts and Hospitality Policy
- Good Research Practice Policies (Including research integrity)
- Client engagement procedures (LBIC)

NB The Student Union must abide by its own by-laws and be cognisant both of its relationship with the College and its Charitable status and objects.

### 3. Monitoring and Review

This policy will be reviewed at least every three years by the College Executive Committee. It may be revised sooner in line with changes in legislation or if amendments are required.